

***Sanctuary Advisory Council
Business and Tourism Activity Panel
Monterey Bay National Marine Sanctuary***

Meeting Date: Wednesday, May 21, 2003

Time: 9:30-11:30 AM

Location: Moss Landing Marine Laboratories

Attendance: Dave Ebert, BTAP Chair, SAC Business/Industry Representative

William Douros, Monterey Bay National Marine Sanctuary

Rachel Saunders, Monterey Bay National Marine Sanctuary

Nicole Capps, Monterey Bay National Marine Sanctuary

Erica Burton, Monterey Bay National Marine Sanctuary

Hank Armstrong, Monterey Bay Aquarium

Michael Bekker, Cannery Row Company, Monterey

Steve Schieblauer, Monterey Harbor, City of Monterey

Tony Warman, SAC Business Alternate

Steve Abbott, Duke Energy, Moss Landing

Maggie Ivy, Santa Cruz Co. CVC

Dennis Long, Monterey Bay Sanctuary Foundation

Rick Johnson, Old Monterey Business Association

Frank Degnan, SAC Diving Representative

Mike Ricketts, Alliance of Communities for Sustainable Fisheries

Meeting Notes – a Brief Summary of the Meeting’s Proceedings.

Welcome and Introductions: Dave E., BTAP Chair gave welcoming comments and individual introductions commenced.

Presentation by Sanctuary Superintendent Bill Douros: Bill D. gave a brief overview of the Sanctuary’s past and present relationship with the business and tourism community and the evolution of the BTAP. He acknowledged the unique relationship between government and business and the concern, fear and skepticism that sometimes arises about how the Sanctuary’s activities may affect business. He indicated that partnerships with the business community are a key ingredient to the Sanctuary’s successful promotion of responsible ocean stewardship and briefly described a series of success stories. Rachel S. handed out a 2-page flyer highlighting some of the contributions of the business/tourism industry to sanctuary stewardship. The flyer also highlights future opportunities. Bill expressed the desire to forge a longer-term collaborative marketing and outreach effort with the business and tourism community. Bill suggested that perhaps the Sanctuary and business/tourism interests could collaboratively host a daylong workshop focused on ocean related businesses. The idea would be to develop an action or game plan articulating specific goals, activities, common messages that could be integrated into a marketing campaign.

Following Bill’s presentation those in attendance provided a number of comments. Tony W. suggested that the Sanctuary try and connect with other non-water related onshore industries and businesses. Maggie I. suggested that the visitor bureaus are already doing

a lot to incorporate sanctuary themes. She liked the idea of a workshop, but cautioned against rehashing things we already know. She suggested that we focus on extending existing marketing efforts, developing common goals and developing an action plan. Dave E. noted that it's the issues (e.g., kelp harvesting, fireworks, cruise ships, the JMRP, etc.) that often prompt people to show up at BTAP meetings and that is a key function of the BTAP to provide that forum for discussion and feedback on the issues. Bill D. agreed that this was a healthy and needed aspect but felt that the other key goal of the BTAP - building cooperative partnerships - was overshadowed and not getting the attention it deserved and needed. Dave E. noted that one of the BTAP's initial recommendations for the JMRP included building a better partnership between the business community and the Sanctuary. Dave E. commented that this partnership had to be a reciprocal relationship with the Sanctuary, indicating that the Sanctuary cannot only come to the business community when it was seeking funds or taking regulatory action. He also noted that unlike the other working groups, the business community is subject to regulations and/or restrictions being placed on their activities that in some instances may negatively impact the economic livelihood of those businesses. He went on to say that the business community often has questions with regards to various issues facing it. He indicated that the group appreciated having a dialog with the Sanctuary to keep it informed on issues as they periodically come up. Bill D. and Dave E. both suggested that partnerships might need to be forged on a one-on-one basis. Dave E. suggested that we might need to try and get a dialogue going with businesses and ask what their vision of successful partnerships would be. Dave E. noted that the Sanctuary Scenic Trail might be one project where the BTAP could try and get a variety of different businesses involved. Rick J. noted that business is really hurting and suggested that there was a real opportunity to look at the Sanctuary in a completely different way. He noted that often times until business folks are educated they are afraid of the Sanctuary. Mike B. emphasized the need for additional signage. Tony W. agreed that using the BTAP as a complaining session is not very useful and that he hoped that the BTAP could cement its relationship with the SAC and sanctuary management and join more in projects of mutual benefit. He suggested that the BTAP wanted to be more valuable, wanted some "meaty items" and wanted to be a partner. Hank A. stated that he really supported the idea that the BTAP develop a 3-year "strategic plan" that would outline what 3-5 things the BTAP would accomplish with quarterly benchmarks. Dennis L. suggested that a lot is being done and that it would be important to identify ways to build on the successes and identify additional opportunities. He suggested that an informative and successful workshop could be held. Mike R. suggested that what the fishing industry needed was money into research to better and more accurately evaluate the resource. Steve S. said that the Sanctuary could be a national model for how fishing communities can work with the science community to produce information for intelligent decision-making. Bill D. noted that the Fishing Related Research and Education Action Plan is being developed to help address this issue.

Items Not on the Agenda/Announcements: Dennis L. gave a brief update on the Monterey Bay Sanctuary Foundation, its mission, and projects. More information is available at <http://www.mbnmsf.org>

SAC Tourism Alternate Discussion: Dave E. explained that Monty Criss, the SAC Tourism alternate had recently resigned and moved from the area. The Sanctuary is conducting a recruitment to fill this vacant seat. Dave suggested that the BTAP provide a recommendation for a Tourism alternate to the SAC recruitment subcommittee and to the Sanctuary Office. Dave stressed that it would be most helpful to have someone familiar with the sanctuary and the JMPR process. After some discussion, Dave made a motion to nominate Mike Bekker as the top candidate and Rick Johnson as an alternate pick. Maggie seconded the motion. Vote was unanimous. Dave said he would write a letter to Bill with the BTAP's recommendation.

Next BTAP Meeting: The meeting adjourned at 11:30 a.m. The next BTAP meeting is July 23, 2003 from 9:30-11:30 a.m. at Moss Landing Marine Lab.